

MARKETING MANAGEMENT SEMINAR

(MRKT MGMT)

5988

CIP Code: 52.1401 Marketing/Marketing Management, General

Marketing Management Seminar is a marketing course that provides an opportunity for college-bound students to study marketing outside the traditional marketing education course offerings. Emphasis is placed on the functions of marketing. All students will be required to prepare and present a marketing research project utilizing the decision-making process. Additional instructional areas include leadership, management skills, and risk management. Instructional strategies may include a school-based enterprise, computer/technology applications, real and/or simulated marketing experiences, and projects in the marketing functions such as those available through the DECA program of co-curricular activities.

- Recommended Grade Level: 12
- Recommended Prerequisite: Computer Applications
- Credits: A one- to two-credit course over one to two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- If an articulation agreement is in effect, the student may receive credit from a postsecondary institution
- Content standards and performance expectations based on student's individualized career pathway; may use standards from other marketing and business classes
<http://www.doe.in.gov/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course: <http://doe.in.gov/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher, <http://www.doe.in.gov/octe/>
- Career Clusters: A recommended component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/careerpathways>

Course content standards are based on student's individualized career objective. Content standards from Marketing Foundations, Marketing Advanced, and Entrepreneurship may be used for this course.